

EXECUTIVES...



She can make charts
for you...fast
—even if she never
made a chart before!

NOW GET FINE CHARTS FAST! NO EXPENSIVE "ARTWORK" NEEDED

Your secretary—or anybody—can make them.
Ready in minutes, they cost just pennies.

Now you can have charts made right in your own office—as fast and easily as you get a two-page letter typed! The new Duchart X*PRESS method ends the need to depend on slow, costly "artwork." None is required to make charts like those shown below (actual size).

Anybody in your office can quickly learn to make charts like these—even if they never made a chart before. All they have to do is follow the clear, tested directions. No inks, paints or art supplies are needed. The work can be done at any desk. Simple charts take as little as 15 minutes to complete—and use less than 50c worth of materials. The unique X*PRESS "rub on" method produces

charts that look as if they have been printed! Office copiers reproduce them beautifully. So will diazo, offset or any photographic process. They are perfect for reports, publications, and overhead or other projection.

Think what it can mean to you as an executive to get the charts you want, exactly the way you want them—made in a few minutes at trivial cost . . . and without red tape, trips, paperwork or charges. Duchart methods are in use in offices of all sizes, and are completely guaranteed. Get the charts *you* need to help meetings go smoother, to win approvals easier, to make reports shorter and more useful. Everybody appreciates good charts!

FOR REPORTS • PROJECTION • PUBLICATIONS



REPORTS

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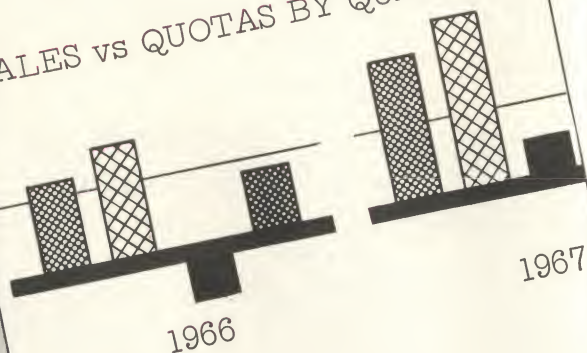
Clothing

Durable

Food

Auto Dept.

SALES vs QUOTAS BY QUARTERS



MARKETING

DUCHART and X*PRESS are Trade Marks of Duchart, Inc.

Everything needed to make
15-20 typical bar charts!

Replacement supplies available promptly on order.

Only **\$9⁹⁵**

Postpaid in U.S.

SALES

CHARTS LIKE THESE
(Actual Size)
TAKE ONLY
15-40 MINUTES!

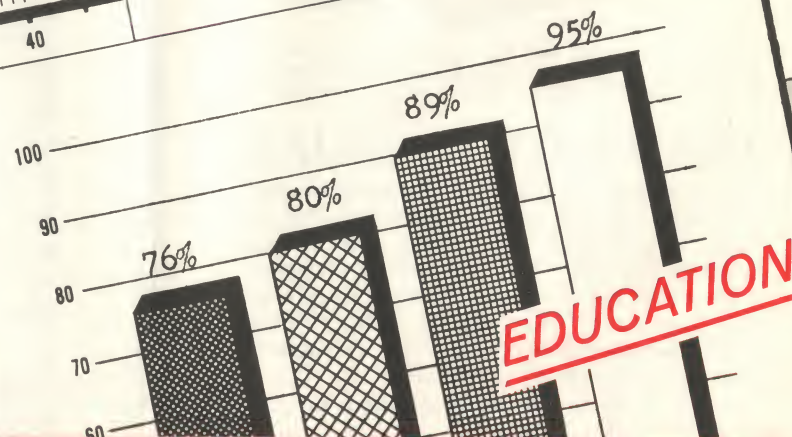
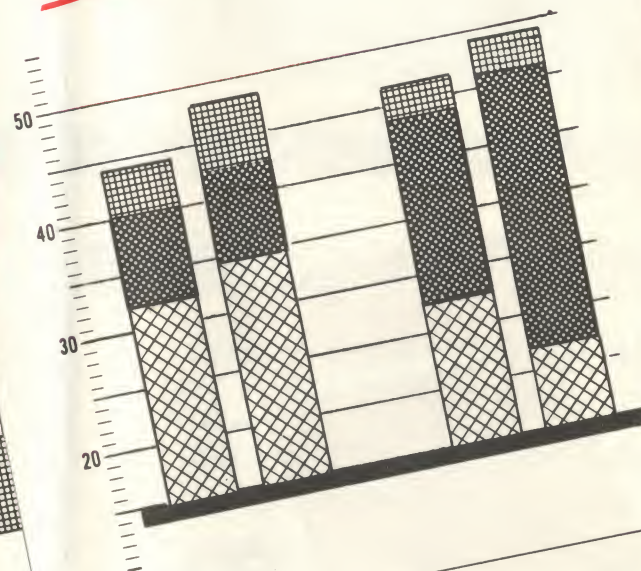
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A

B

RESEARCH

EDITORIAL



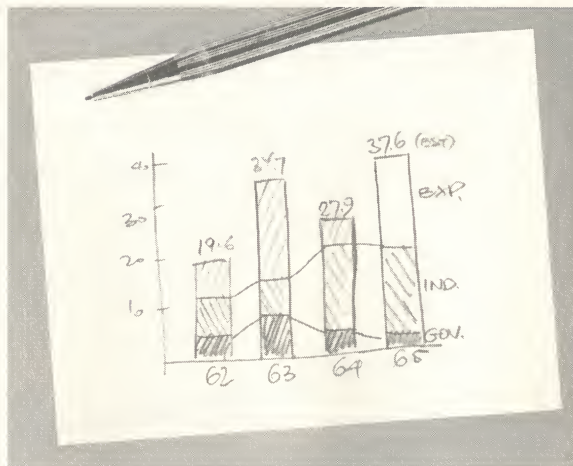
EDUCATION

NEED LARGE CHARTS? IN MANY COLORS? See Duchart A-V Kit, inside.

Just "rub on"

So simple, even a beginner can produce crisp, clear charts. So fast, even an expert can save hours on a charting job. Patterns on the X*PRESS sheets transfer like magic to make the charts look like printing. Only Duchart, Inc., offers you this unique, fast method.

NEED LARGE CHARTS?
FULL-COLOR SLIDES?



1. SKETCH

Make a quick, rough sketch of the chart, as a guide. (Takes 3-5 minutes.) The Duchart Manual can help you design it fast and well.



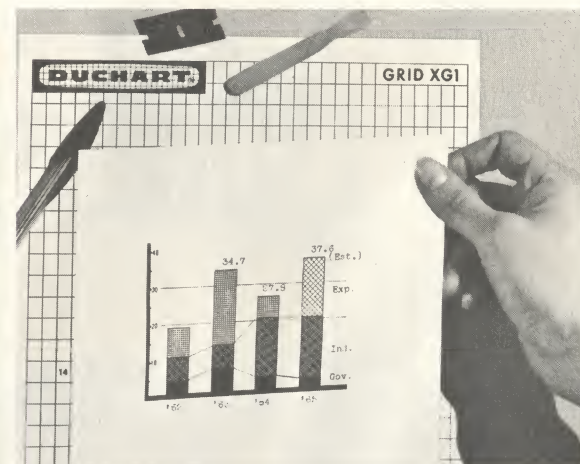
3. RUB

Rub the bar segments onto the chart. The Duchart Grid Sheet underneath guides spacing. Rub on base lines, scales, too, as needed. (Takes 5-12 minutes.)



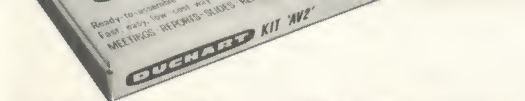
2. CUT

With a blade, cut across the bars on the X*PRESS sheet. No need to figure or measure—the scales tell you where to cut. (Takes 2-5 minutes.)



4. DONE!

If needed, type in titles, figures, etc. Rule light lines with ballpoint pen. (Completion takes 4-10 minutes.) Your chart is ready to use or copy.



Get a big chart for under \$1, in under an hour! Duchart A-V materials make bar, pie, line, profile and other kinds of charts. Just assemble—no "artwork" needed. Make large charts in colors or black and white, for meetings, displays, wall use; or to put on 35mm or 2"x2" or other slides. Fast, easy system. Full directions included. In use all over U.S. by banks, research departments, government agencies, schools, colleges, etc.—in offices large and small. Literature on request.

DUCHART A-V2 KIT \$49⁵⁰
Complete
Postpaid in U.S.

Makes about 20 typical charts.



CHART USERS! DUCHART MANUAL

for selecting and ordering charts illustrates over 50 kinds of charts, with notes. Full of tips on good charting. Helps you choose quickly, expertly—you can show the person who makes the chart exactly what you want. Nothing like it. "Wonderfully useful." "Full course on good use of charts in 24 pages." Printed in 3 colors—handsome.

\$2.75 postpaid in U.S.

GET ALL SIX PATTERNS ON EACH SHEET

"XB" Kit contains 3 X*PRESS sheets, each with bars of one width, in 6 patterns as shown.

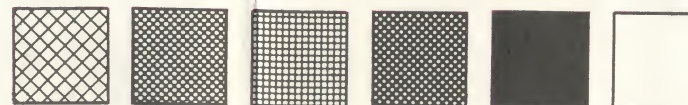


**XB
602**
Width 1/4"

X*PRESS sheets only, any 3 for \$5.00, plus 25c handling. Mailed promptly. Kit includes Price List for reordering.



**XB
603**
Width 3/8"



**XB
604**
Width 1/2"

SPECIAL OFFER

\$2.75 DUCHART MANUAL FREE

with purchase of Duchart X*PRESS Kit "XB" at \$9.95.
(Or Manual FREE with Duchart A-V 2 Kit at \$49.50)



BUSINESS REPORTS, INC.
1 WEST AVENUE, LARCHMONT, N. Y. 10538

Send me promptly

____copies of DUCHART MANUAL at \$2.75, postpaid.

____DUCHART X*PRESS KITS "XB" at \$9.95 postpaid. *Include DUCHART MANUAL FREE.*

____DUCHART A-V 2 KITS at \$49.50 postpaid. *Include DUCHART MANUAL FREE.*

Name _____ Amt. Enclosed \$ _____

Firm _____ Dept. _____

Address _____

City _____ State _____ Zip _____

DUIH

This is a Limited Offer subject to withdrawal. Please attach Purchase Order if you wish us to bill you.

GUARANTEE — Your complete satisfaction is assured on all Duchart materials, or money refunded.





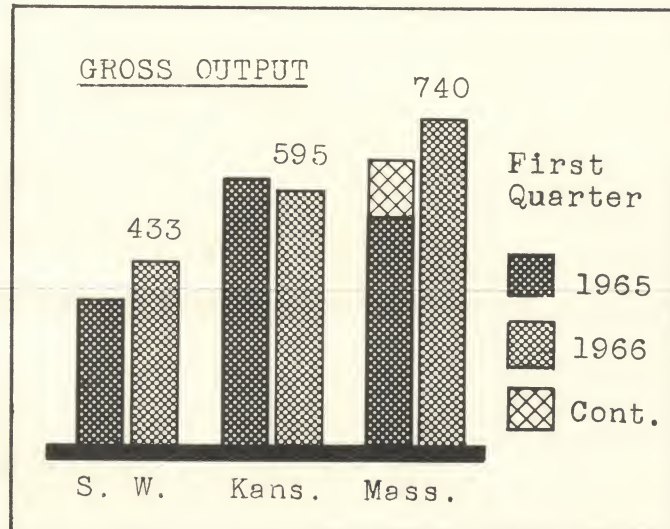
Dear Mr. Executive:

Now, as never before, you can get the charts you want—quickly, easily, and at trifling cost.

Need a chart for a meeting one hour from now? You can get it—with time to spare!

Need a small chart like this one, for a report, publication, or overhead projector use? You can get it in under 20 minutes, by new Duchart X*PRESS® method, just out.

No longer need you wait hours, days, for charts. You can get them anytime, right away. Nor do you need to pay a lot for charts—Duchart methods cut the cost as much as 90%. And you get your charts the way you want them, without need for talk, trips, favors or procedures that cut into your own valuable time.



A Far Better, Faster Way to Make Charts

Duchart methods don't require skilful "hand" work. Instead, charts are simply "assembled". Usual figuring and measuring is eliminated. Any secretary, typist, clerk, assistant—any employee—can learn in an hour or two to make fine charts this easy way. The work can be done at any desk or table, without need for inks, paints, or "art" equipment.

You get crisp, accurate charts, just what you need to help you plan, communicate, make decisions, keep tight control. (Many modern managements insist on charts, to cut paperwork, speed meetings.)

We now offer TWO kinds of Duchart Kits. [1] Our A-V type makes large charts of all kinds (bar, pie, line, profile, etc.) for meetings, wall use, display, instruction, photo slides. [2] Our new X*PRESS Kit makes small charts as above, for reports, publications, projector use.

Duchart materials are in use in hundreds of offices of all kinds. You get a money-back guarantee of satisfaction on everything. Order now... you'll find our Kits valuable management tools, useful at once.

Sincerely yours,

Lee Gray

Director of Sales

LG:DUH

DUCHART

THE NEW SIMPLE WAY TO MAKE CHARTS FAST!

BUSINESS REPORTS, INC., LARCHMONT, NEW YORK 10538

**For Management — Research — Government — Institutions —
Organizations — Schools and Colleges**

- ☐ Enclosed is our Purchase Order.
Please bill us.
- ☐ Send me _____ "A-V2" Kits at
\$49.50 each, Postpaid. Check enclosed.
- ☐ Send me _____ Duchart X-PRESS
Kits "X-B" at \$9.95, postpaid.
Check enclosed.
- ☐ Send me _____ copies of the
DUCHART MANUAL at \$2.75 each
Postpaid. (manual included in
"A-V2" kit at no extra charge).
Amount Enclosed: \$ _____

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THIS BOX MAKES CHARTS

FAST—EASILY—ANYWHERE

No need to draw, paint, rule, measure or calculate. Just assemble Duchart ready-to-use materials, and use exclusive Duchart methods that eliminate almost all of the usual "figuring." Anyone can make charts this new way, fast and easy—at any desk or table. Full instructions included!

DUCHART®

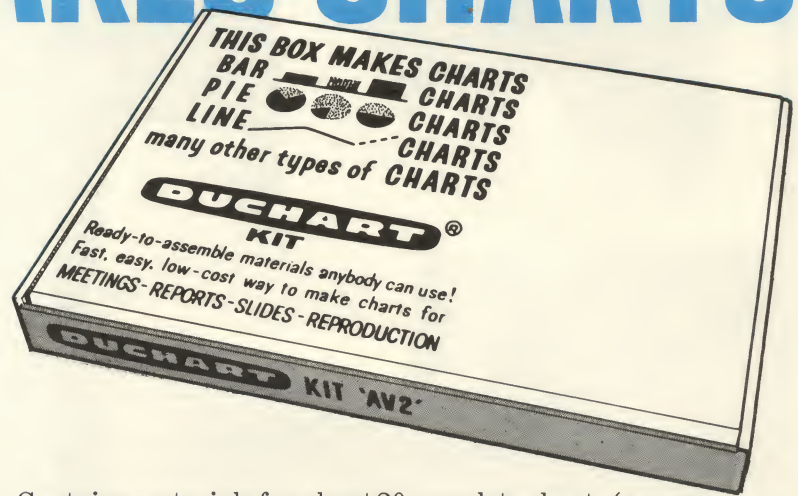
"A-V 2" KIT—ONLY \$49⁵⁰



Now anyone can make charts . . . at any desk or table, with only rule, razor blade, and jar of cement. Just assemble!

NAMES YOU KNOW AMONG DUCHART CUSTOMERS

General Electric — NASA — Miami University — Old London Foods — U. S. Rubber — USDA — Bankers Trust — Norfolk Naval Shipyard — NYU — J. P. Stevens — Hemisphere Research — Akron Board of Education — Needham, Louis & Brorby — General Motors — CIBA — DuPont — Standard Security Life Insurance — Esso-Humble. Duchart Kits are also used by many small and medium businesses, organizations, institutions and government agencies.



Contains materials for about 20 complete charts (more or less, depending on size and type), plus Duchart Manual, and time and work-saving Duchart aids. Replacement materials available at low cost.

GET FINE CHARTS—FAST!

- BIG OR SMALL (almost any size)
- COLORS OR BLACK-AND-WHITE
- ALMOST ANY TYPE
Bar, Pie, Line, Profile, Progress, etc.
- FOR ALMOST ANY USE
Meetings, Conferences, Selling, Display, Control, Wall, Presentations, Reports, Publications, Slides, Teaching, Training, Television

ANYBODY CAN DO IT!

Complete, tested, clear instructions included. An hour or two, and any employee can turn out crisp, accurate, excellent charts that win praise. Easy to correct or update. The Duchart Manual makes it easy to select and order charts. Duchart methods quickly make even beginners expert!

MONEY-BACK GUARANTEE

Use your Duchart Kit for a month. If not pleased and satisfied, pay only a nominal charge for materials actually used. Balance will be promptly refunded when Kit is returned where purchased. From experience with many customers large and small, we feel sure you'll be delighted with this new, easy way to make charts fast.

DUH

Ready-to-Assemble Materials for Chart-Making... A Complete, Co-ordinated System

DUCHART MANUAL

- *for selecting charts the easy way*

DUCHART BACKBOARDS

- *ready-ruled*

DUCHART BLACK & WHITE BARS

- *4 tones, scaled on back (no measuring!)*

DUCHART COLOR BARS

- *colors, scaled on back*

DUCHART BLACK & WHITE PIES

- *4 tones, scaled on back*

DUCHART COLOR PIES

- *colors, scaled on back*

DUCHART ALPHA-TABS

- *for titles—easy for anyone to use*

DUCHART D-DOTS

- *just press on*

DUCHART D-TABS

- *words & figures—just press on*

DUCHART SPACING GUIDE

- *for quick, correct spacing*

DUCHART CONVERSION TABLE

- *calculates for you*

RUB-ON NUMBERS

- *just press on*

PLASTIC LINE TAPE

- *easy to use*

DUCHART INSTRUCTIONS

- *clear, simple, make you an expert*

New For selecting and ordering charts... **Duchart Manual** *to help you*

CONTENTS

Suggestions on choosing the best type of chart

Ten "Do's" for best results

The 5 most commonly used types of charts

Typical forms of charts to help your choice

Vertical bars

Horizontal bars

Line charts

Pie charts

Combination charts, special types

Some more elaborate forms of charts

Choosing colors

Tips on good charting

Index treatment

Base line treatment

Legend treatment

Preparing charts for reproduction

Preparing charts for slide projection

Teaching aids, sign and display use

Checklist for ordering charts

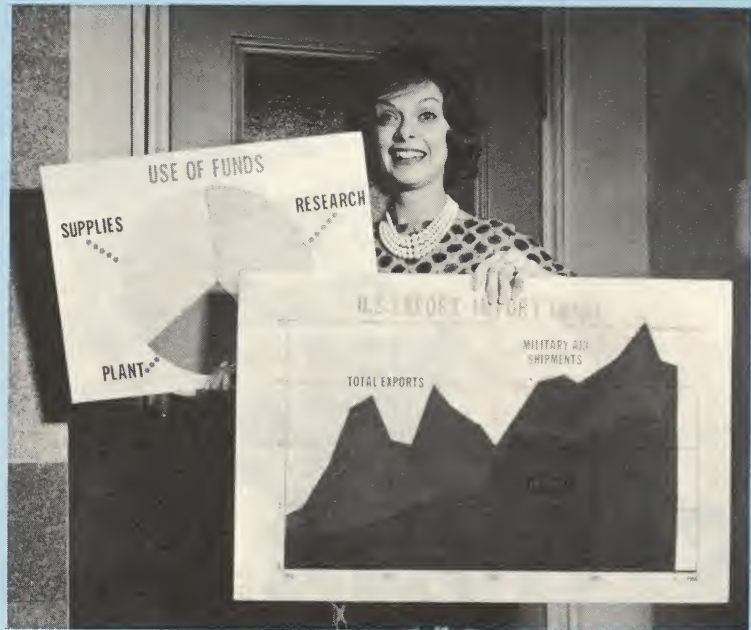
- 1** Choose the most suitable type of chart for your need
- 2** Visualize your chart in advance
- 3** Order the chart you want without error or confusion by showing exactly what you want

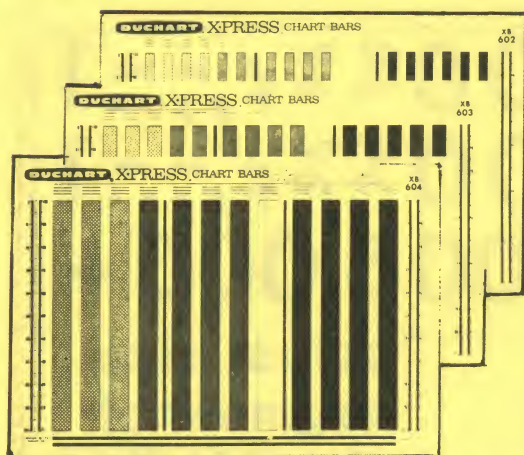
*ONLY \$2.75 or FREE
with "A-V 2" KIT*



NOW...

**Get the charts
you want, when
you want them!**



DUCHART**X*PRESS** T.M.**PRICE LIST**

ON SMALL ORDERS - Please send payment with order and we will pay postage (within continental U. S.).

BAR SHEETS

Rub -- they transfer to paper or acetate. Each sheet, about 8" x 12", has assorted bars of one width, more of some than others. See patterns below. 0 - 100 scales, base lines. Black ink.

Available in widths 1/4", 3/8", 1/2". Please order by code number.

Single sheet, \$1.75 Any 3 sheets, \$5.00

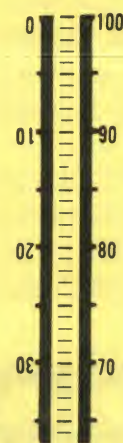
**XB
602**



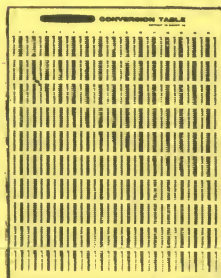
**XB
603**



**XB
604**



Segments of scale and bars are shown actual size.

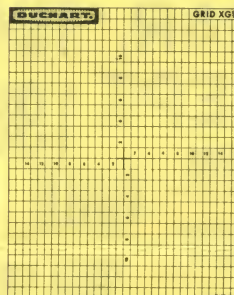


Conversion Tables

end need for figuring and measuring, speed chartmaking, reduce errors. Learn how to use them in 10 minutes. Two color, paper.

Code - CTP

Price, 3 for \$.50



Grid Sheets

Guide lines on grid are visible through translucent paper or acetate---help space bars, keep chart "square". Card, 8 1/2 x 11". Code - XG1. 3 for \$.50.

Translucent Paper

To construct charts on--allows fast work, with Grid Sheet underneath easily visible. Best for general and ozalid use. 8 1/2 x 11".

100 sheets, \$1.70
Code - TL
500 sheets, \$5.95

Paddles

For rubbing. Smooth hardwood.

10 for \$.35

Blades

Single-edge razor type. Very sharp.

10 for \$.50

Directions

Full, clear instructions for using X*PRESS methods and Conversion Table.

\$.10, free with any order

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DUCHART® RUB-ON NUMBERS

\$111234556789000 % % ¢ , - . 1
 \$111234556789000 % % ¢ , - . 1
 000 2,000 3,000 4,000 5,000 +

JUST RUB THEM ON. Simply rub over the character you select with paper clip or similar smooth tool, and presto! ...it transfers onto your chart, as neatly as printing. The transparent sheet makes positioning easy. The high quality of Duchart Rub-On Sheets shows up in use--no cracking of characters, easy transfer, sharpness, scratch resistance.

ARRANGED ESPECIALLY FOR CHART USE. Far easier and faster, and economical. 425 characters on 36 point sheet! More of the numbers you need most, plus \$, ¢, %, commas, plus and minus signs. Sheet size approx. 8x12".

**actual size
segment of
sheet (36')**

Order by Code: D36 FB

30 point D30FB

Each \$1.75

3 for 5.00

DUCHART® RUB-ON D-TAB SHEETS

JAN. FEB. MAR. 1940 1945 1950 1955
 JULY AUG. SEPT. 1967 1968 1969 1970
 JAN. FEB. MAR. APR. 1966 1967 1968 1969 1970
 JULY AUG. SEPT. OCT. '68 '69 '70 '71 '72 '73 '74 '75
 J-FF-MM-AA-M -----

These are just a few of the many "rub-ons" on one sheet. Note the various sizes and styles. Handy!

JUST RUB THEM ON. Use same way as Number Sheets, above. Arranged for charting—rub on year or month without re-positioning sheet for each character! 134 years on sheet, with more of those most needed. 108 months. Any year can be made, by combining numbers. 8x12" sheet.

actual size

Order by Code:

15-TC Each \$1.75

3 for 5.00



Business Reports, Inc., 1 West Ave., Larchmont, N.Y. 10538

Please send payment with orders of \$5 or less, and we will pay postage within continental U. S. Prices are subject to change without notice. January, 1966

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